

Statistics

Population (2003)

Ohio:	9,206,447	metro	(3.8% of total U.S. metro)
	<u>2,229,351</u>	non-metro	(4.5% of total U.S. non-metro)
	11,435,798	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Ohio:	1,044,916 jobs	(15.3% of total Ohio employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Ohio:	77,797	(3.7% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Ohio:	187 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Ohio:	\$4.3 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #18

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Soybeans	816,058	6.1
Corn	703,247	4.0
Greenhouse/nursery	569,046	4.0
Dairy products	560,700	2.7
Chicken eggs	295,765	6.9

Value of Agricultural Products Sold Directly to Consumers (2002)

Ohio: \$37.2 million
United States: \$812.2 million

Farmers Markets (2004)

Ohio: 94
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Ohio: \$5.6 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Ohio: 41,460 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Ohio: 2
Total: 96

Marketing Products and Services

Specific to Ohio

Farm-to-School Efforts Move to the Next Step

AMS gave a presentation at the National Farm-to-Cafeteria conference in Gambier in June 2005. The conference focused on farm-to-school programs across the country that address the issues of improving children's health while providing new marketing opportunities for small farmers. Conference workshops concentrated on moving beyond pilot projects to increasing the scale of programs, efficient distribution methods, and the economic impact of

farm-to-cafeteria programs on farmers, institutions, and communities.

Farm-to-School Marketing Forums

AMS staff presented information about the opportunities and challenges associated with launching local farm-to-school marketing initiatives, and distributed resource information on successful farm-to-school marketing strategies, at an educational workshop organized by Ohio State University's Agribusiness Development Center (ADC) held in conjunction with the January 2004 Ohio Fruit and Vegetable Growers Congress in Toledo. Additionally, AMS provided planning assistance and handout materials on farm-to-school marketing to organizers of the June 2004 meeting of the Ohio School Food Service Association.

AMS Addresses Fruit and Vegetable Growers

At the Ohio Fruit and Vegetable Growers Congress in Toledo in January 2004, AMS talked to farmers, buyers, and extension educators about farm-to-school marketing issues. AMS also presented a booth that featured information on agricultural marketing strategies

Market Project Seeks to Renovate Cleveland Food Distribution Center

Cleveland Growers has purchased an industrial site in Berea, a suburb of Cleveland, and plans to renovate the 100,000-square-foot facility. The existing market facilities were built in 1930 and do not meet current produce warehouse standards. The infrastructure has deteriorated and the site does not accommodate large tractor-trailer rigs. The site also has to respond to numerous environmental issues. In August 2003, AMS officials met with interested parties to discuss the plan. AMS provided technical support for the project.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2003, \$69,210 was awarded to the Ohio Department of Agriculture, in cooperation with Ohio Cattlemen's Association, Ohio Pro Beef Alliance, Ohio Beef Council, Negev Foundation and others, to conduct an in-depth study of opportunities to export live feeder calves to Israel, and to lay the groundwork for trial shipments of Ohio calves.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by

recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.